

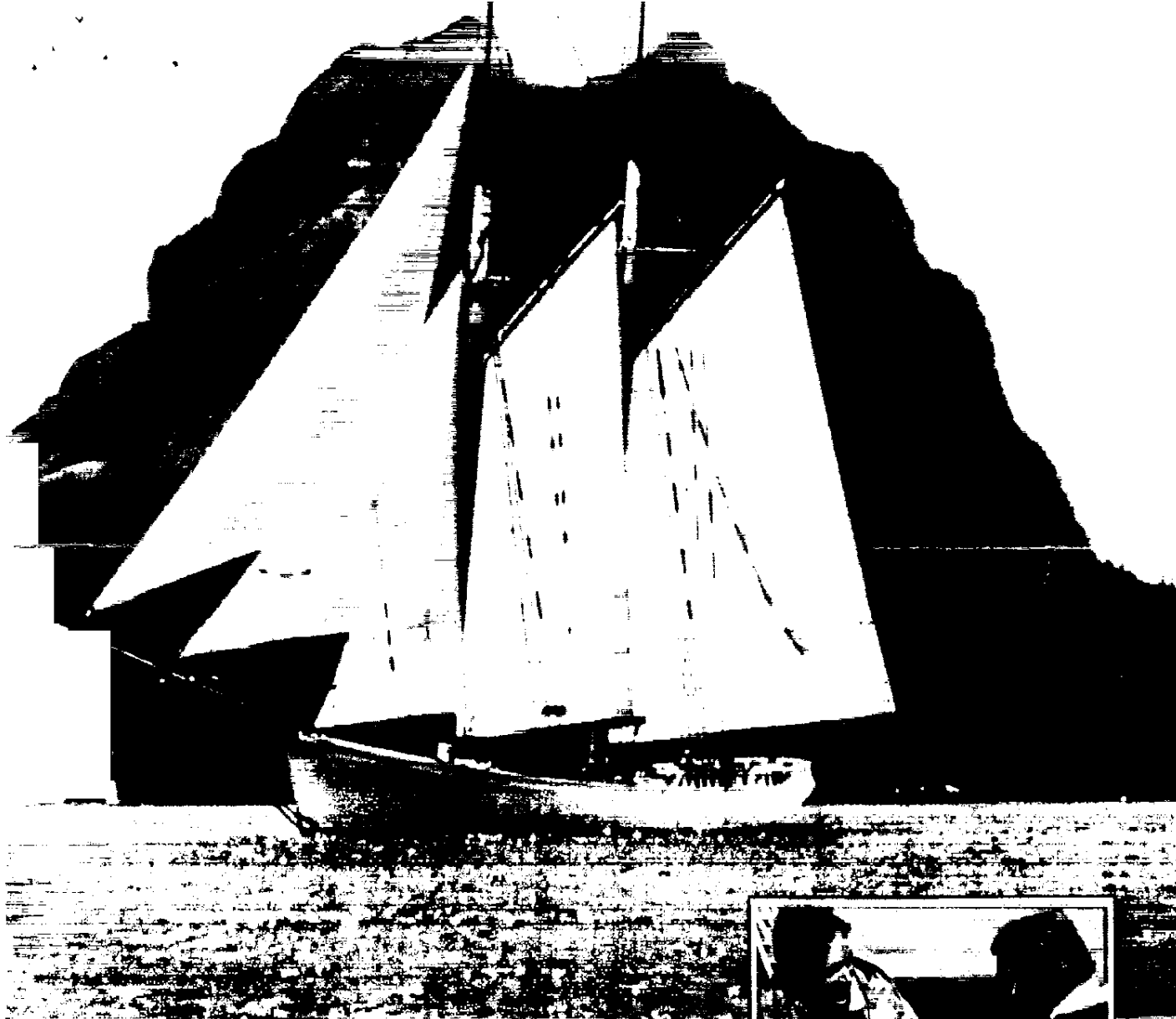
WOMAN'S DAY

* AMERICA'S LEADING WOMAN'S MAGAZINE *

June 12, 1984

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MERIT

ULTRA LIGHTS

A world of flavor
in an ultra light.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1984

Kings: 4 mg "tar," 0.3 mg nicotine — Kings Men: 3 mg "tar,"
0.3 mg nicotine av. per cigarette, FTC Report Mar '83.

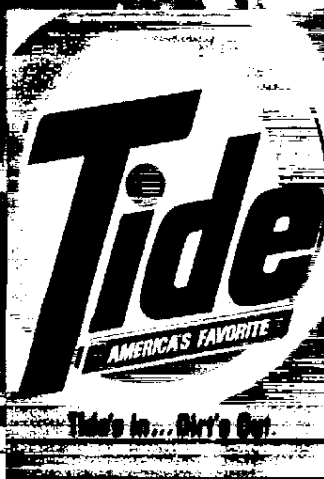


Get 'em all clean with Tide and Maytag.

You can't choose the kinds of dirt your family gets into—but you can choose a winning team to get 'em clean. Tide and Maytag Washers.

With Tide, you get all the cleaning power of America's favorite detergent. And with Maytag you get America's longest lasting washer, with fewer repairs and less service cost than any other kind.

So, from mud to blush to charcoal, trust Tide and Maytag to get 'em all clean.



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Tide has agreed with manufacturers of washing machines to supply Tide coupons packed by them and feature their washers in Tide advertising. The manufacturers of 16 washers pack Tide coupons in their top-loading automatics.